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1 IN THE CLAIMS

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3 Please amend the claims as follows:

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5 {MARKED-UP VERSION OF THE AMENDED CLAIMS}

6 --3. (TWICE AMENDED) A method for providing an enhanced computer
7 based advertising system, wherein said method comprises the steps
8 of:

9 an advertiser placing an advertisement on said system;
10 storing said advertisement in a database on said
11 system; and

12 publishing said advertisement via the Internet;
13 wherein said system receives [receiving] a first voice
14 connection from a user via the Internet in response to said
15 advertisement;

16 wherein said system initiates [initiating] a second voice
17 connection with said advertiser via a telephone; and

18 wherein said system couples [coupling] said first voice
19 connection with said second voice connection [, whereby] enabling
20 a voice conversation between said user and said advertiser
21 [ensues].

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1 9. (TWICE AMENDED) A method for providing an enhanced computer
2 based advertising system, wherein said method comprises the steps
3 of:

4 an advertiser placing an advertisement on said system;

5 storing said advertisement in a database on said

6 system; and

7 publishing said advertisement via the Internet;

8 wherein said system receives [receiving] a first voice

9 connection from a user via telephone in response to said

10 advertisement,

11 wherein said system initiates [initiating] a second voice

12 connection with said advertiser via the Internet, and

13 wherein said system couples [coupling] said first voice

14 connection with said second voice connection [, whereby] enabling

15 a voice conversation between said user and said advertiser

16 [ensues].

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1 41. (TWICE AMENDED) An apparatus for an enhanced computer based
2 advertising system, wherein said apparatus comprises:

3 means for an advertiser to place an advertisement;

4 means for said advertiser to indicate at least one of a
5 plurality of contact numbers;

6 means for storing [a digital storage means to] said
7 advertisement and said contact numbers in a
8 database on said system;

9 [a publishing] means for publishing said advertisement
10 via the Internet;

11 means for allowing a user to access said [system]
12 advertisement by initiating a telephone call; and
13 means for [said system to initiate a sequence intended
14 to connect] connecting said user with said
15 advertiser;

16 wherein each said [plurality of] contact number[s] is
17 associated with one of said advertisements.

18 wherein said means for publishing [means] outputs said
19 advertisement for publication, and

20 wherein said means for connecting is performed by said
21 system executing a sequence of instructions [system executes said
22 sequence in a random or] in an advertiser specified order[, once

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1 or] an iterative number of times[, indefinitely or] over a
2 predetermined interval[, unless cancelled or] until said
3 advertiser is connected with said user[, and wherein at least one
4 of said connections with said contact numbers is made] via the
5 Internet.--
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{CLEAN VERSION OF THE AMENDED CLAIMS}

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3 --3. A method for providing an enhanced computer based
4 advertising system, wherein said method comprises the steps of:
5 an advertiser placing an advertisement on said system;
6 storing said advertisement in a database on said
7 system; and
8 publishing said advertisement via the Internet;
9 wherein said system receives a first voice connection from a
10 user via the Internet in response to said advertisement;
11 wherein said system initiates a second voice connection with
12 said advertiser via a telephone; and
13 wherein said system couples said first voice connection with
14 said second voice connection enabling a voice conversation
15 between said user and said advertiser.
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1 9. A method for providing an enhanced computer based
2 advertising system, wherein said method comprises the steps of:
3 an advertiser placing an advertisement on said system;
4 storing said advertisement in a database on said
5 system; and
6 publishing said advertisement via the Internet;
7 wherein said system receives a first voice connection from a
8 user via telephone in response to said advertisement,
9 wherein said system initiates a second voice connection with
10 said advertiser via the Internet, and
11 wherein said system couples said first voice connection with
12 said second voice connection enabling a voice conversation
13 between said user and said advertiser.

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1 41. An apparatus for an enhanced computer based advertising
2 system, wherein said apparatus comprises:

3 means for an advertiser to place an advertisement;

4 means for said advertiser to indicate at least one of a
5 plurality of contact numbers;

6 means for storing said advertisement and said contact
7 numbers in a database on said system;

8 means for publishing said advertisement via the
9 Internet;

10 means for allowing a user to access said advertisement
11 by initiating a telephone call; and

12 means for connecting said user with said advertiser;

13 wherein each said contact number is associated with one of
14 said advertisements,

15 wherein said means for publishing outputs said advertisement
16 for publication, and

17 wherein said means for connecting is performed by said
18 system executing a sequence of instructions in an advertiser
19 specified order an iterative number of times over a predetermined
20 interval until said advertiser is connected with said user via
21 the Internet.--

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